

**ORDER**

KLAS

**Orders**  
**Order / Rev:** 35843  
**Alt Order #:** 08801773  
**Product Desc:** OCEQUERA/CON/DEM  
**Estimate:** 1188  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 05/15/12 / 10/31/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** GMMB  
**Buying Contact:** Maura Gilroy  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Ocegueda, John CD3  
**Demographic:** A25-54  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$26,715.00	\$22,707.75
10/29/12	10/29/12	8	\$10,690.00	\$9,086.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$26,715.00	\$22,707.75	0.00
November 2012	8	\$10,690.00	\$9,086.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$37,405.00</b>	<b>\$31,794.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KLAS	30%	\$37,405.00
Market	100%	\$124,683.33

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$31,170.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$6,234.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	10/29/12	10/29/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----			1			\$275.00		0.00			
E 3	8	10/29/12	10/29/12		CM	7-9a	M-----	:30	1	\$200.00	LV2	0.00	NM	1	\$200.00





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 Product Desc: OCEQUERA/CON/DEM  
 Estimate: 1188  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	8	10/27/12	10/27/12	Sat Prime Special KLAS Movie: Bobby Z	CM	8-10p -----S-	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$2,000.00			0.00			
N36	8	10/24/12	10/24/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a --W----	:30	1	\$50.00	LV2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1		\$50.00			0.00			
N37	8	10/29/12	10/29/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a M-----	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		2		\$20.00			0.00			
N38	8	10/28/12	10/28/12	NFL Pre-Game Show NFL Pre-Game Show	CM	NFL Pre-Game Sh-----S	:30	1	\$1,800.00	LV3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1		\$1,800.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	8	10/22/12-10/28/12	NFL Reg Season Games		NFL Football Reg	---ThFSaSu	:30	\$1,800.00		0.00	NM		
N39	8	10/27/12	10/28/12	Sat 1135p-1235a Priv Pr Private Practice	CM	1135p-1235a -----S-	:30	1	\$95.00	LV2	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$95.00			0.00			
N40	8	10/27/12	10/28/12	Sat 135-235a Cold Squad Cold Squad	CM	135-235am -----S-	:30	1	\$30.00	LV3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$30.00			0.00			
Totals													33	\$37,405.00